

**Car Seats Colorado | Radio PSA Templates
Seat Check Event Specific & Generic Scripts**

## 15-second

* Car crashes are a leading cause of death nationwide among children under age 13. Have your seat checked by a certified car seat safety technician on [Date] at [Location] for FREE. Event hosted by [Organization]. Learn more at CarSeatsColorado.com.
* Three out of four children are not properly secured in their car seat. Visit CarSeatsColorado.com for information on how to make sure your child is riding safely and find car seat inspection locations and seat check events near you.

## 30-second

* Colorado law enforcement issued 349 citations to drivers for having an improperly restrained child during last year’s seat belt enforcement periods. With car crashes cited as one of the leading causes of death among children under the age of 13, Car Seats Colorado encourages parents and caregivers to visit [location] on [date] from [time-time] to have their car seats inspected for FREE by a certified car seat technician. Learn more at CarSeatsColorado.com.
* Three out of four children traveling on Colorado roads are improperly restrained, putting them at risk for serious injury or death in a crash. Car seats, booster seats and seat belts are designed to protect kids based on their age, weight, height and physical development, and all these factors must be taken into account. Car Seats Colorado and [host organization] invite parents and caregivers to visit [location] on [date] from [time to time] to receive a free car seat inspection from a certified technician. Learn more at CarSeatsColorado.com.
* Three out of four children are not properly secured in their car seat. Protect what you love the most. Your child’s car seat keeps them safe on the road. Make sure your child is in the right car seat for their age and size, that it is installed properly, and check regularly for recalls. Visit CarSeatsColorado.com for information on how to make sure your child is riding safely and find car seat inspection locations and events near you.